

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

1. (Currently Amended) A method of transmitting a message to one or more recipients in a message pushing system ~~for sending messages to recipients, the system comprising: that includes~~ a database of user profiles of individual potential recipients; and telecommunications links for communicating with message sending and message receiving devices, ~~the message pushing system being adapted to receive~~ method comprising:

receiving a message from a message sending device, the said message comprising details of the an intended recipient of the said message, wherein the message pushing system interrogates;

interrogating said database to find user profiles matching said details of the intended recipient of ~~the said~~ message thereby establishing one or more members who may be the intended recipient, ~~the message pushing system being adapted to transmit; and~~

transmitting said message to ~~the~~ message receiving means of the one or more members who may be the intended recipient.

2. (Currently Amended) The ~~message pushing system~~ method of Claim 1, wherein the details of individual potential recipients include details of the individual's physical appearance.

3. (Currently Amended) The ~~message pushing system~~ method of Claim 2, wherein the details are selected from a list comprising their sex, their hair length and colour, their eye colour, their age, their skin colour, their height, and their clothing.

4. (Currently Amended) The ~~message pushing system~~ method of Claim 2, wherein the database includes one or more of the e-mail address, mobile telephone number, name, address or other contact details of individual potential recipients.

5. (Currently Amended) The ~~message pushing system~~ method of Claim 2, wherein the database also includes information about the location of the recipient.

6. (Currently Amended) The ~~message pushing system~~ method of Claim 5, wherein the information about the location of the recipient includes the current location of the recipient.

7. (Currently Amended) The ~~message pushing system~~ method of Claim 5, wherein the information about the location of the recipient includes frequently visited locations.

8. (Currently Amended) The ~~message pushing system~~ method of claim 5, wherein the information about the location of the recipient includes previous locations.

9. (Currently Amended) The ~~message pushing system~~ method of Claim 1, ~~adapted to allow~~ further comprising allowing potential recipients to update their details.

10. (Currently Amended) The ~~message pushing system~~ method of Claim 9, ~~adapted to enable~~ further comprising enabling potential recipients to update their details automatically.

11. (Currently Amended) The ~~message pushing system~~ method of Claim 9, ~~adapted to enable~~ further comprising enabling potential recipients to update their details using their message sending means.

12. (Currently Amended) The ~~message pushing system~~ method of Claim 1, ~~adapted to allow~~ further comprising allowing messages to be delivered to recipients without the sender of the message knowing the identity of the recipient.

13. (Currently Amended) The ~~message pushing system~~ method of Claim 1, wherein the ~~comparison matching~~ between the details of the ~~potential intended~~ recipient and ~~member's~~ details on the database user profiles does not need to be exact.

14. (Currently Amended) The ~~message pushing system~~ method of Claim 13, wherein the database also includes information about how close a match ~~between details~~ is required for that message to be sent to ~~that a~~ potential recipient.

15. (Currently Amended) The ~~message pushing system~~ method of Claim 1, wherein one device can function as both a message sending device and a message receiving device.

16. (Currently Amended) The ~~message pushing system~~ method of Claim 15, wherein the message sending device and message receiving device are mobile telephones using WAP or I-MODE.

17. (Currently Amended) The ~~message pushing system~~ method of Claim 1, wherein the telecommunications links may comprise the Internet.

18. (Currently Amended) The ~~message pushing system~~ method of Claim 1, wherein the message comprises one of an e-mail, a text message, a visual message or a multi-media message.

19. (Currently Amended) The ~~message pushing system~~ method of Claim 1, wherein the database is a relational database.

20. (Currently Amended) The ~~message pushing system~~ method of Claim 1, wherein the message is transmitted to the recipient or recipients only on request from the recipient or recipients.

21. (Currently Amended) The ~~message pushing system~~ method of Claim 20, wherein a web site is used to display the message.

22-46. (Cancelled)